

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1983

## EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	11.1 11	12.9 9	12.1 27	13.2 5	IFR	12.3 8	11.9 28	11.9 34	11.1 32	12.4 40	12.0 72	8.8 10	11.8 82

## EVENING 6:00-7:00PM

## MONDAY-FRIDAY 11:30-1:00AM

## WEEKDAY DAYTIME 10:00AM-4:30PM

## WEEKEND DAYTIME

HOUSEHOLDS % AVG. AUD.  
NO. OF PROGRAMS†

Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
6.5 5	9.5 3	5.1 7	7.0 13	5.6 10	5.1 3	5.4 14	7.1 12	6.4 26	3.9 31	6.1 4	4.8 13	5.2 17

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 7, 1983

## NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	JEFFERSONS	18.1	15,080
2	NEWHART	17.8	14,830
3	60 MINUTES	17.3	14,410
4	TRAPPER JOHN, M.D.	16.4	13,660
5	ONE DAY AT A TIME	16.2	13,490
6	NBC MONDAY NIGHT MOVIES	16.0	13,330
7	20/20	15.9	13,240
8	A TEAM	15.8	13,160

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
9	MAGNUM, P.I.	15.5	12,910
10	SIMON & SIMON	15.1	12,580
11	HILL STREET BLUES	14.9	12,410
12	KNIGHT RIDER#	14.8	12,330
13	FACTS OF LIFE	14.5	12,080
14	CAGNEY & LACEY	14.4	12,000
15	BARBARA WALTERS SUMMER SP(S)	14.3	11,910
16	REMINGTON STEELE	14.0	11,660

### PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM NAME														T/C THIS SEASON			NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON			NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
•EVENING																																																			
A TEAM																																																			
1	TUE.	8.39P	60	NBC	A	23	209	205	99	96	A	15.8	29	1316	BANJO-WOODPILE CAT(S)														188	96	A	7.6	17	633																	
2	TUE.	8.00P	60								B	18.7	31	1558	2 SUN. 7.30P 30 ABC EA																																				
ABC COMEDY SPECIAL																																																			
FRI. 8.30P 30 ABC CS																																																			
ABC FRIDAY NIGHT MOVIE																																																			
1	FRI.	9.00P	120	ABC	FF	12	192		98		A	9.9	21	825	BARBARA WALTERS SUMMER SP(S)														203	99	A	14.3	25	1191																	
2 TUE. 10.00P 60 ABC CC																																																			
BENSON																																																			
FRI. 8.00P 30 ABC CS																																																			
BRANAGAN & MAPES(S)																																																			
2 MON. 8.30P 30 CBS CS																																																			
ABC MONDAY NIGHT BSBL-PRE																																																			
1	MON.	8.00P	13	ABC	SC	8	205	201	99	97	A	8.4	18	700	BUFFALO BILL														197	99	A	10.9	24	908																	
2	MON.	8.00P	12								B	8.1	17	675	WED. 9.30P 30 NBC CS														199	194	98	96	A	11.3	20	941															
ABC MONDAY NIGHT BASEBALL																																																			
1	MON.	8.13P	159	ABC	SE	8	205	203	99	99	A	11.3	21	941	CAGNEY & LACEY														31	196	192	98	99	A	14.4	26	1200														
2	MON.	8.12P	155								B	10.2	19	850	MON. 10.00P 60 CBS OP																B	15.1	25	1258																	
ABC NEWS CLOSEUP(S)																																																			
2	FRI.	10.00P	60	ABC	DN		186			93	A	5.1	11	425	CBS EVENING NEWS-RATHER														210	204	204	99	99	A	11.1	25	925														
ABC NEWSBRIEF-M-F																																																			
1	MON.	8.12P	1	ABC	N	205	190	193	96	96	A	10.3	19	858	M-F 6.30P 30 CBS N														30	167	89		A	13.3	25	1108															
1	TUE.	10.07P	1								B	15.1	24	1258	CBS EVENING NEWS-DEAN																A	8.8	21	733																	
1	W & TH	9.58P	1												2 SUN. 6.30P 30 CBS N																B	9.0	18	750																	
1	FRI.	9.49P	1												CBS SAT. NEWS-SCHIEFFER														33	158	155	87	85	A	6.8	18	566														
2	MON.	8.11P	1												SAT. 6.30P 30 CBS N														40	203	188	99	88	B	9.5	20	791														
CBS SAT. NIGHT MOVIE																																																			
SAT. 9.00P 120 CBS FF																																																			
B																																																			
14.1 25 1175																																																			

[illegible]

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			PROGRAM NAME	T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		
					K E Y	AVG. AUD. %	AVG. SHARE %					K E Y	AVG. AUD. %	AVG. SHARE %
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2
EVENING CONT'D														
FALL GUY	WED.	8.00P	60	ABC A	15	200	206	99	98	A	12.9	26	1075	
										B	14.5	27	1208	
FAME	THU.	8.00P	60	NBC GD	40	200	200	97	99	A	8.9	18	741	
										B	12.2	20	1016	
FAMILY TIES	1 MON.	8.00P	60	NBC CS	14	205	203	98	98	A	13.2	26	1100	
	2 MON.	8.30P	30							B	13.5	23	1125	
FAMILY TREE	WED.	10.00P	60	NBC GD	3	196	185	96	95	A	11.4	21	950	
										B	10.5	20	875	
FANTASY ISLAND	SAT.	10.00P	60	ABC A	31	206	202	99	98	A	13.2	28	1100	
										B	16.0	30	1333	
FEEL THE HEAT(S)	2 FRI.	9.00P	60	ABC GD			186		92	A	6.8	14	566	
GIMME A BREAK	THU.	9.00P	30	NBC CS	28	194	196	97	99	A	12.4	23	1033	
										B	13.8	22	1150	
GIRL'S LIFE(S)	2 THU.	9.30P	30	NBC GD			200		99	A	11.0	19	916	
GLORIA	2 WED.	8.30P	30	CBS CS	4		192		98	A	7.6	15	633	
										B	8.2	16	683	
LOVE BOAT														
	1 SAT.	9.00P	60	ABC CS	40	202	193	98	96	A	12.4	27	1033	
	2 SAT.	8.00P	120							B	18.8	33	1566	
LOVE, SIDNEY	2 MON.	8.00P	30	NBC CS			203		98	A	11.9	23	991	
										B	12.2	21	1016	
MAGNUM, P.I.	THU.	8.00P	60	CBS PD	40	201	200	99	99	A	15.5	32	1291	
										B	20.8	34	1733	
MATT HOUSTON	SUN.	8.00P	60	ABC PD	32	206	206	99	99	A	10.9	22	908	
										B	14.8	24	1233	
MONITOR	SAT.	10.00P	60	NBC DN	19	182	174	96	88	A	6.9	15	575	
										B	7.2	14	600	
NBC MONDAY NIGHT MOVIES	MON.	9.00P	120	NBC FF	29	201	198	99	98	A	16.0	28	1333	
										B	16.0	25	1333	
NBC NEWS DIGEST-M-F	1 MON.	8.57P	2	NBC N	209	168	167	85	85	A	9.7	19	808	
	1 TUE.	9.37P	1							B	12.1	19	1008	
	1 W-F	8.58P	1											
	2 M-F	8.58P	1											
NBC NEWS DIGEST-2-M-F	1 TUE.	10.37P	1	NBC N	96	174	171	90	90	A	10.5	18	875	
	1 THU.	9.58P	1							B	12.2	19	1016	

GRINCH/CAT IN THE HAT(S)						186	93	A	6.4	15	533	2 TU&TH	9.58P	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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1 MON.	8.30P	30	CBS	CS	8	191	173	96	87	B	12.8	23	1066	1 MON.	11.44P	46	ABC	N	B	4.7	15	392								
QUINCY, M.E.										A	7.8	16	650	1 TUE.	11.39P	60														
SAT.	9.00P	60	NBC	OP						B	8.0	17	666	1 W-F	11.30P	60														
REAL PEOPLE					39	205	197	99	96	A	9.3	19	775	2 M-TH	11.30P	60														
WED.	8.00P	60	NBC	PV	1	202		99		B	15.5	25	1291	ABC NEWS:NIGHTLINE-MON(B)					191	97	A	2.1	9	175						
REGGIE										A	10.7	20	891	1 MON.	12.30A	14	ABC	N												
2 THU.	9.00P	30	ABC	CS						B	10.7	20	891	ABC NEWS:NIGHTLINE-FRI(B)					187	93	A	2.0	8	167						
REGGIE SPECIAL(S)						208			99	A	13.7	23	1141	2 FRI.	12.30A	30	ABC	N												
2 TUE.	9.30P	30	ABC	CS	18	204	194	99	95	A	14.0	24	1166	ABC WEEKEND REPORT-SAT.		42			162	162	87	87	A	3.8	9	317				
REMINGTON STEELE										B	15.1	24	1258	SAT.	11.00P	15	ABC	N									B	5.3	11	441
1 TUE.	9.39P	60	NBC	GD						ABC WEEKEND REPORT-SUN.		42		166	167	91	91	A	3.8	9	317									
2 TUE.	9.00P	60												SUN.	11.00P	15	ABC	N				B	4.4	11	367					
RIPLEY'S BELIEVE IT-NOT					35	191		96		A	8.7	19	725	CBS NEWS NIGHTWATCH-1		190			70	71	63	68	A	1.4	14	117				
1 SUN.	7.00P	60	ABC	U	30	202	189	99	95	B	11.4	19	950	1 MWTHSU	2.00A	30	CBS	N					B	1.6	18	133				
ST. ELSEWHERE										A	10.9	20	908	2 M-THSU	2.00A	30														
1 TUE.	10.39P	51	NBC	GD						B	11.7	20	975	CBS NEWS NIGHTWATCH-2		205			111	112	91	91	A	1.1	22	92				
2 TUE.	10.00P	60												1 MWTHSU	2.30A	210	CBS	N				B	1.1	24	92					
SILVER SPOONS					40	196	183	96	87	A	9.9	23	825	1 TUE.	2.39A	201														
SAT.	8.30P	30	NBC	CS	36	201	199	99	99	B	14.1	25	1175	2 M-THSU	2.30A	210														
SIMON & SIMON										A	15.1	28	1258	CBS SUNDAY NEWS-OSGOOD		42		123	123	70	69	A	5.1	13	425					
THU.	9.00P	60	CBS	PD						B	19.6	31	1633	1 SUN.	11.29P	15	CBS	N					B	5.8	12	483				
60 MINUTES					42	208	208	99	99	A	17.3	38	1441	2 SUN.	11.00P	15														
1 SUN.	7.29P	60	CBS	DN	8	193	194	93	99	B	22.8	39	1899	DAVID LETTERMAN I		166		187	182	98	97	A	3.4	16	283					
2 SUN.	7.00P	60								A	10.1	21	841	1 MWTH	12.30A	30	NBC	GV								B	3.1	16	258	
SQUARE PEGS										B	11.1	22	925	CONT'D																
MON.	8.00P	30	CBS	CS																										

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																
LATE FRINGE CONT'D														SATURDAY NIGHT														37				198		98		A				5.6		19		466													
DAVID LETTERMAN I-CONT'D														2 SAT.														11.30P				76				NBC		GV		B				7.2		22		600									
1 TUE.														1.00A				30																						A				6.9		22		575									
2 M-TH														12.30A				30																						B				6.7		22		558									
DAVID LETTERMAN II														1 MWTH														1.00A				30				NBC		GV		A				2.6		16		217									
1 TUE.														1.30A				30																						B				2.4		16		200									
2 M-TH														1.00A				30																																							
FRIDAY NIGHT VIDEOS														1 SAT.														11.30P				80				NBC		GV		A				6.4		20		533									
FRI.														12.30A				90				NBC		PC		B				5.3		25		441																							
																																																B				5.3		25		441	
LATE MOVIE I														1 M & F														11.30P				72				CBS		FF		A				6.1		20		508									
1 TUE.														12.09A				71																						B				6.1		21		508									
WED.														11.30P				76																																							
1 THU.														11.30P				65																																							
2 MON.														11.30P				69																																							
2 TU&TH														11.30P				71																																							
2 FRI.														11.30P				79																																							
LATE MOVIE II														1 MON.														12.42A				47				CBS		FF		A				4.4		24		367									
1 TUE.														1.20A				51																						B				4.3		25		358									
1 WED.														12.46A				45																																							
ABC DAYTIME NEWSBRIEF-M-F														1 MTUWF														1.57P				2				ABC		N		A				8.5		27		708									
1 THU.														1.58P				1																						B				8.3		27		691									
2 M-F														1.57P				2																																							
ABC WORLD NEWS-MORN-645A														M-F														6.45A				15				ABC		N		A				1.2		14		100									
ALL MY CHILDREN														M-F														1.00P				60				ABC		DD		B				1.8		16		150									
M-F														2.00P														60				NBC		DD		A				9.4		30		783													
ANOTHER WORLD														M-F														2.00P				60				NBC		DD		B				9.3		31		775									
AS THE WORLD TURNS														M-F														2.00P				60				NBC		DD		A				6.0		20		500									
																																																B				5.0		18		417	
																																																A				7.6		25		633	

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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKDAY DAYTIME CONT'D														TODAY SHOW-8.30AM																	
FANTASY					213	159		83		A	4.2	14	350								208	208	99	99	A	3.7	18	308			
1 M-F	3.00P	60	NBC	QG						B	3.5	12	292			M-F	8.30A	30	NBC	N					B	4.2	20	350			
GENERAL HOSPITAL					208	205	205	99	99	A	9.7	31	808			TOO CLOSE-COMFORT					187	187	95	95	A	4.4	18	367			
M-F	3.00P	60	ABC	DD						B	9.8	32	816			M-F	11.00A	30	ABC	CS					B	4.7	19	392			
GOOD MORNING, AMERICA-730					210	209	209	99	99	A	3.6	24	300			\$25,000 PYRAMID					164	163	86	86	A	4.2	18	350			
M-F	7.30A	30	ABC	N						B	5.1	27	425			M-F	10.00A	30	CBS	QP					B	4.3	20	358			
GOOD MORNING, AMERICA-830					209	206	206	99	99	A	4.8	24	400			WHEEL OF FORTUNE					203	203	98	98	A	7.5	31	625			
M-F	8.30A	30	ABC	N						B	5.6	27	466			M-F	11.00A	30	NBC	QG					B	6.2	27	516			
GUIDING LIGHT					212	203	203	99	99	A	7.4	24	616			YOUNG AND THE RESTLESS					205	205	99	99	A	8.6	31	716			
M-F	3.00P	60	CBS	DD						B	7.4	25	616			M-F	12.30P	60	CBS	DD					B	8.1	31	675			
LOVING					30	202	202	97	97	A	3.7	14	308			WEEKEND DAYTIME															
M-F	11.30A	30	ABC	DD						B	4.0	15	333			ABC WEEKEND SPECIALS					174	181	89	93	A	3.7	14	308			
NBC NEWS AT SUNRISE					5				90	A	1.0	13	83			SAT.	12.00N	30	ABC	FV					B	5.1	17	425			
2 M-F	6.30A	30	NBC	N						B	1.0	13	83			ABC WIDE WRLD-SPT SPECIAL(S)						204		99	A	4.7	15	392			
NEWSBREAK-11.57					212	178	178	89	89	A	8.0	31	666			2 SAT.	3.00P	90	ABC	SA											
M-F	11.57A	2	CBS	N						B	7.1	29	591			ABC WIDE WORLD-SPORTS SAT					201		99		A	5.9	19	491			
NEWSBREAK-3.57					212	188	188	95	95	A	5.8	18	483			1 SAT.	2.00P	175	ABC	SA					B	8.0	19	666			
M-F	3.57P	2	CBS	N						B	6.2	19	516			AMERICAN BANDSTAND					165	175	85	87	A	3.9	14	325			
ONE LIFE TO LIVE					209	204	204	99	99	A	7.6	26	633			SAT.	12.30P	60	ABC	PC					B	4.6	15	383			

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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES															
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)		WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																																																							
SMURFS II										44		211		211		99		99		A		5.9		30		491																													
SAT.		9.30A		30		NBC		CA												B		7.8		33		650																													
SMURFS III										43		211		211		99		99		A		6.2		29		516																													
SAT.		10.00A		30		NBC		CA												B		8.4		33		700																													
SPORTSWORLD										25		178		174		93		88		A		5.7		16		475																													
SUN.		4.00P		90		NBC		SA												B		5.9		16		491																													
SUNDAY MORNING										42		170		170		93		93		A		3.8		20		317																													
SUN.		9.00A		90		CBS		N												B		4.6		21		383																													
SUPERFRIENDS										43		180		180		92		92		A		2.0		20		167																													
SAT.		8.00A		30		ABC		CA												B		3.1		23		258																													
TALLADEGA 500(S)												185				95				A		5.0		15		417																													
1 SUN.		1.00P		210		CBS		SE																																															
THIS WEEK-DAVID BRINKLEY										41		184		185		95		95		A		3.4		13		283																													
SUN.		11.30A		60		ABC		N												B		3.6		13		300																													
THUNDARR										15		136		134		71		69		A		3.0		12		250																													
SAT.		12.00N		30		NBC		CA												B		3.5		13		292																													
U.S. WOMENS OPEN GOLF-SAT(S)												198				98				A		3.2		9		267																													
1 SAT.		4.55P		95		ABC		SE																																															
U.S. WOMENS OPEN GOLF-SUN(S)												202				98				A		3.8		10		317																													

1 SUN. 4.00P 120 ABC SE

US CLAY COURT TENNIS-SAT(S)

189 98 A 2.6 8 217

2 SAT. 3.30P 150 CBS SE

US CLAY COURT TENNIS-SUN(S)

184 97 A 2.2 8 183

2 SUN. 1.30P 150 CBS SE

WORLD CHMP.TRACK-FIELD-SA(S)

194 96 A 4.5 14 375

2 SAT. 5.09P 51 NBC SE

WORLD CHMP.TRACK-FIELD-SU(S)

192 96 A 4.8 16 400

2 SUN. 2.00P 120 NBC SE



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 25, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
1	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	

W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	

TV HOUSEHOLDS USING TV	WK 1	47.3	47.2	46.9	46.8	46.3	47.9	49.9	50.9	52.9	54.5	55.7	56.2	55.6	56.2	55.1	55.1
(See Def. 1)	WK 2	46.7	48.2	47.7	48.9	50.3	51.8	54.5	56.1	58.0	59.3	59.8	59.7	57.0	56.2	55.2	52.8

U.S. TV Households: 83,300,000

(1) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:13PM)

(2) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:12PM)

For explanation of symbols, See page A

EVE. MON. AUG. 1, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)																
{																
ABC TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
W SHARE OF AUDIENCE %																
E AVG. AUD. BY ¼ HR. %																
TOTAL AUDIENCE (Households (000) & %)																
{																
CBS TV																
{																
K AVERAGE AUDIENCE (Households (000) & %)																
{																
1 SHARE OF AUDIENCE %																
TOTAL AUDIENCE (Households (000) & %)																
{																
NBC TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TOTAL AUDIENCE (Households (000) & %)																
{																
ABC TV																
{																
W AVERAGE AUDIENCE (Households (000) & %)																
{																
E SHARE OF AUDIENCE %																
K AVG. AUD. BY ¼ HR. %																
TOTAL AUDIENCE (Households (000) & %)																
{																
CBS TV																
{																
K AVERAGE AUDIENCE (Households (000) & %)																
{																
2 SHARE OF AUDIENCE %																
TOTAL AUDIENCE (Households (000) & %)																
{																
NBC TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV	WK. 1	46.7	46.5	46.5	47.9	49.7	51.1	52.1	54.2	55.6	58.0	58.7	57.6	55.8	54.7	54.3	52.6
(See Def. 1)	WK. 2	43.6	45.3	46.9	48.0	49.1	51.8	53.3	54.2	55.6	59.0	60.3	60.2	58.2	57.6	56.3	54.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,660 20.0				16,240 19.5				12,330 14.8			
	ABC TV						FALL GUY (R)				HAMPTONS (OP)				DYNASTY (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,580 13.9	12.4*		15.4*	11,500 13.8	13.9*		13.8*	8,750 10.5	10.7*		10.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 11.9	27 *		31 *	25 14.0	25 *		25 *	19 10.9	19 *		20 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,080 20.5											
	CBS TV						CBS WEDNESDAY NIGHT MOVIE THE ORDEAL OF DR. MUDD (R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					7,410 8.9	6.7*		6.5*		7.5*		9.4*		11.6*		11.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 7.0	14 *		13 *		14 *		17 *		21 *		22 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,330 14.8				14,990 18.0		12,080 14.5		14,330 17.2			
	NBC TV						REAL PEOPLE (R)(OP)				FACTS OF LIFE (R)			BUFFALO BILL		FAMILY TREE (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,580 10.3	10.1*		10.5*	12,660 15.2		9,830 11.8		10,330 12.4	12.1*		12.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 9.6	22 *		21 *	28 14.2		21 11.9		23 11.7	22 *		24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,080 16.9				11,330 13.6				10,660 12.8			
	ABC TV						FALL GUY (R)				HAMPTONS (OP)				DYNASTY (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,910 11.9	10.9*		12.8*	7,660 9.2	9.0*		9.5*	7,910 9.5	9.9*		9.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 10.5	22 *		25 *	17 9.1	16 *		17 *	18 9.7	18 *		18 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,580 10.3		7,160 8.6		20,160 24.2							
	CBS TV						ARCHIE BUNKER'S PLACE (R)		GLORIA (R)(OP)		CBS WEDNESDAY NIGHT MOVIE ESCAPE(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,000 8.4		6,330 7.6		10,830 13.0	9.9*		12.4*		14.3*		15.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 8.1		15 8.7		24 9.7	18 *		22 *		26 *		30 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,660 12.8				13,740 16.5		11,000 13.2		11,660 14.0			
	NBC TV						REAL PEOPLE (R)(OP)				FACTS OF LIFE (R)			BUFFALO BILL		FAMILY TREE (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					6,910 8.3	7.5*		9.1*	11,500 13.8		9,000 10.8		8,660 10.4	10.3*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 7.4	15 *		18 *	25 13.0		19 10.8		20 10.2	19 *		20 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.8	46.3	46.5	46.4	46.2	47.2	49.1	51.3	53.7	55.9	55.1	55.4	54.7	55.1	53.9	52.7
		WK. 2	46.3	47.3	46.7	46.7	47.8	49.7	51.1	52.5	54.2	55.9	56.4	55.5	54.3	54.2	53.0	51.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		17,580 21.1		ABC THURSDAY NIGHT MOVIE SHOOTING STARS (OP)								17,410 20.9		20/20											
ABC TV																									
AVERAGE AUDIENCE (Households (000) & %)		9,500 11.4		11.2*		10.9*		11.2*		12.1*		13,160 15.8		16.4*		15.2*									
SHARE OF AUDIENCE %		22		24 *		22 *		21 *		22 *		30		31 *		29 *									
AVG. AUD. BY ¼ HR. %		11.2		11.2		10.8		11.0		11.3		11.1		11.5		12.7		16.2		16.6		15.6		14.9	
TOTAL AUDIENCE (Households (000) & %)		18,160 21.8		MAGNUM, P.I. (R)(OP)				15,910 19.1				SIMON & SIMON (R)				12,990 15.6				KNOTS LANDING (R)					
CBS TV																									
AVERAGE AUDIENCE (Households (000) & %)		13,240 15.9		15.0*		16.7*		15.1		14.4*		15.9*		9,080 10.9		10.3*		11.4*							
SHARE OF AUDIENCE %		33		32 *		33 *		28		28 *		29 *		21		19 *		22 *							
AVG. AUD. BY ¼ HR. %		14.3		15.7		16.8		16.7		14.0		14.7		15.8		16.0		10.2		10.4		11.4		11.5	
TOTAL AUDIENCE (Households (000) & %)		10,830 13.0		FAME (R)(OP)				12,410 14.9				11,910 14.3				15,740 18.9				HILL STREET BLUES (R)					
NBC TV																									
AVERAGE AUDIENCE (Households (000) & %)		7,660 9.2		8.7*		9.7*		10,830 13.0		10,660 12.8		11,910 14.3		14.1*		14.5*									
SHARE OF AUDIENCE %		19		18 *		19 *		25		23		27		26 *		28 *									
AVG. AUD. BY ¼ HR. %		8.5		8.9		9.4		10.0		12.3		13.7		12.7		12.9		13.7		14.5		14.7		14.3	

TOTAL AUDIENCE (Households (000) & %)		10,160 12.2		9,660 11.6		10,580 12.7		11,410 13.7		17,740 21.3			
ABC TV		EYE ON HOLLYWOOD		TOO CLOSE FOR COMFORT (R)		REGGIE		IT TAKES TWO (R)(OP)		20/20			
AVERAGE AUDIENCE (Households (000) & %)		8,410 10.1		7,660 9.2		8,910 10.7		9,910 11.9		13,240 15.9		16.1*	
SHARE OF AUDIENCE %		21		19		20		21		29		29 *	
AVG. AUD. BY ¼ HR. %		10.0		10.3		10.2		11.2		11.4		12.5	
TOTAL AUDIENCE (Households (000) & %)		16,330 19.6				15,990 19.2				12,080 14.5			
CBS TV		MAGNUM, P.I. (R)(OP)				SIMON & SIMON (R)				KNOTS LANDING (R)			
AVERAGE AUDIENCE (Households (000) & %)		12,580 15.1		14.6*		12,500 15.0		14.6*		8,750 10.5		10.5*	
SHARE OF AUDIENCE %		31		31 *		27		27 *		19		19 *	
AVG. AUD. BY ¼ HR. %		14.2		15.0		14.1		15.0		10.7		10.3	
TOTAL AUDIENCE (Households (000) & %)		10,500 12.6				11,250 13.5		10,660 12.8		16,490 19.8			
NBC TV		FAME (R)(OP)				GIMME A BREAK (R)		GIRL'S LIFE (OP)		HILL STREET BLUES (R)			
AVERAGE AUDIENCE (Households (000) & %)		7,160 8.6		8.5*		9,830 11.8		9,160 11.0		12,910 15.5		15.2*	
SHARE OF AUDIENCE %		18		18 *		22		19		28		27 *	
AVG. AUD. BY ¼ HR. %		8.4		8.6		11.3		11.0		14.7		15.6	

TV HOUSEHOLDS USING TV WK. 1	45.8	45.6	46.0	47.3	46.9	48.4	49.4	50.7	51.6	52.9	54.1	56.1	53.9	53.4	52.8	51.6
(See Def. 1) WK. 2	45.6	45.6	45.5	46.2	46.9	47.7	49.1	50.1	52.1	55.1	56.1	57.1	56.3	55.5	54.7	52.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. FRI. AUG. 5, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 30, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,910 13.1				16,580 19.9				16,330 19.6			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,830 9.4				12,330 14.8				12,080 14.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 7.9	21* 8.9		10.4* 10.0	31 10.7	29* 14.6		15.9* 16.2	30* 14.5	30* 14.5		14.4* 14.5
K 2	TOTAL AUDIENCE (Households (000) & %)					8,830 10.6				15,240 18.3							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,830 7.0	6.8* 17		7.2* 16*	8,910 10.7	9.2* 20*		10.4* 21*		11.5* 24*		11.6* 24*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					7.1 7.1	6.5 6.5	7.0 7.0	7.3 7.3	9.0 9.0	9.4 9.4	9.9 9.9	10.9 10.9	11.6 11.6	11.5 11.5	11.5 11.5	11.7 11.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,410 13.7		11,080 13.3		9,580 11.5				9,660 11.6			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,410 11.3		9,910 11.9		6,500 7.8	7.4* 16*		8.3* 17*	7.1 15	7.0* 14*		7.1* 15*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 10.2	27 12.4	27 12.0	11.8 11.8	16 7.5	16* 7.3	7.9 7.9	8.6 8.6	6.9 6.9	7.2 7.2	6.9 6.9	7.3 7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,660 21.2								13,240 15.9			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,330 11.2	8.6* 25		10.3* 24*		12.5* 27*		13.4* 28*	9,910 11.9	11.6* 24*		12.2* 27*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					8.0 8.0	9.3 9.3	10.1 10.1	10.5 10.5	12.0 12.0	12.9 12.9	13.1 13.1	13.7 13.7	11.3 11.3	11.8 11.8	12.1 12.1	12.3 12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,330 11.2				13,240 15.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,830 7.0	6.4* 16		7.6* 17*	6,500 7.8	7.0* 15*		7.6* 16*		8.3* 18*		8.1* 18*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					6.5 6.5	6.4 6.4	7.2 7.2	8.0 8.0	6.7 6.7	7.3 7.3	7.4 7.4	7.8 7.8	8.5 8.5	8.1 8.1	7.7 7.7	8.6 8.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,330 10.0		7,830 9.4		9,000 10.8				8,660 10.4			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,750 8.1		6,580 7.9		6,500 7.8	7.3* 16*		8.4* 17*	5,500 6.6	6.6* 14*		6.6* 15*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 7.4	18 8.7	18 7.7	8.0 8.0	16 7.1	16* 7.5	8.4 8.4	17* 8.5	14 6.7	14* 6.5	7.1 7.1	15* 6.1
TV HOUSEHOLDS USING TV		WK. 1	38.0	38.9	39.3	39.5	40.3	41.3	43.2	44.7	46.2	47.4	48.6	49.2	48.5	48.8	49.3
(See Def. 1)		WK. 2	38.4	39.4	39.9	40.4	41.1	41.6	42.5	44.7	46.3	47.7	48.5	48.8	47.7	47.1	45.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. AUG. 6, 1983



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,500  
(Households (000) & %) { 4.2

ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 3,420  
(Households (000) & %) { 4.1

SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 4.1

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,250  
12.3

TWILIGHT THEATRE II  
(11:30-12:50AM)  
(SUSTAINING 12:50-1:00AM)

5,330

6.4

7.3\*

6.1\*

5.5\*

20

20 \*

20 \*

20 \*

7.7

6.9

6.2

5.9

5.5

5.3

TOTAL AUDIENCE {  
(Households (000) & %) {

ABC TV

2,830  
3.4  
ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

8,500  
10.2

SATURDAY NIGHT  
(11:30-12:46AM)  
(SUSTAINING 12:46-1:00AM)

4,660

5.6

6.1\*

5.4\*

19

18 \*

19 \*

6.4

5.9

5.8

5.0

4.9

5.0

TV HOUSEHOLDS USING TV	WK. 1	45.4	41.9	37.6	34.4	31.4	29.5	27.4	25.5	22.0	19.7	17.0	15.4	13.9	12.5	10.8	9.8
(See Def. 1)	WK. 2	42.0	39.7	34.8	32.2	29.9	28.1	25.7	23.5	20.8	19.0	16.7	14.3	11.9	10.0	9.2	8.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. AUG.6, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 31, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{ 11,500 13.8		{ 14,740 17.7		{ 18,490 22.2																							
ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE ASSAULT FORCE (R)(OP)																			
AVERAGE AUDIENCE (Households (000) & %)		{ 7,250 8.7		{ 10,160 12.2		{ 10,250 12.3		{ 11.7* 21 *		{ 12.1* 21 *		{ 12.6* 22 *		{ 13.0* 24 *															
SHARE OF AUDIENCE %		{ 19		{ 24		{ 22		{ 26 *		{ 22		{ 21 *		{ 24 *															
AVG. AUD. BY ¼ HR. %		{ 7.7		{ 10.7		{ 12.0		{ 11.3		{ 12.0		{ 12.2		{ 13.2															
TOTAL AUDIENCE (Households (000) & %)		{ 20,580 24.7		{ 12,740 15.3		{ 16,490 19.8		{ 18,080 21.7		{ 17,330 20.8		{ 18,910 22.7		{ 13.0* 24 *															
CBS TV		CANADIAN OPEN GOLF-SUN (4:30-7:29PM) (-OP)				60 MINUTES (7:29-8:29PM) (R)(OP)(-OP)				ALICE (8:29-8:59PM) (R)(OP)(-OP)				ONE DAY AT A TIME (8:59-9:29PM) (R)(OP)(-OP)				JEFFERSONS (9:29-9:59PM) (R)(OP)(-OP)				NEWHART (9:59-10:29PM) (R)(OP)(-OP)				TRAPPER JOHN, M.D. (10:29-11:29PM) (R)(OP)			
AVERAGE AUDIENCE (Households (000) & %)		{ 13,910 16.7		{ 11,080 13.3		{ 14,490 17.4		{ 15,910 19.1		{ 15,580 18.7		{ 13,330 16.0		{ 15.9* 19.1															
SHARE OF AUDIENCE %		{ 36		{ 26		{ 32		{ 33		{ 32		{ 31		{ 29 *															
AVG. AUD. BY ¼ HR. %		{ 12.6		{ 13.7		{ 14.3		{ 16.7		{ 17.9		{ 18.5		{ 18.4		{ 18.7		{ 16.6		{ 15.7		{ 16.2							
TOTAL AUDIENCE (Households (000) & %)		{ 8,410 10.1		{ 11,910 14.3		{ 21,490 25.8																							
NBC TV		VOYAGERS (R)				LONE STAR (OP)				NBC SUNDAY NIGHT MOVIE HUNT TO KILL																			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,910 7.1		{ 8,330 10.0		{ 13,330 16.0		{ 14.0* 25 *		{ 15.6* 27 *		{ 17.3* 30 *		{ 17.1* 32 *															
SHARE OF AUDIENCE %		{ 16		{ 20		{ 29		{ 25 *		{ 27 *		{ 30 *		{ 32 *															
AVG. AUD. BY ¼ HR. %		{ 6.7		{ 8.7		{ 10.9		{ 13.0		{ 15.0		{ 15.6		{ 17.7		{ 18.2		{ 16.1											
TOTAL AUDIENCE (Households (000) & %)		{ 6,830 8.2		{ 7,410 8.9		{ 11,500 13.8		{ 18,580 22.3																					
ABC TV		GRINCH/CAT IN THE HAT (R)				BANJO-WOODPILE CAT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE THE BRINKS JOB (R)(OP)															
AVERAGE AUDIENCE (Households (000) & %)		{ 5,330 6.4		{ 6,330 7.6		{ 8,000 9.6		{ 10,160 12.2		{ 11.4* 21 *		{ 12.3* 22 *		{ 12.8* 24 *		{ 12.3* 24 *													
SHARE OF AUDIENCE %		{ 15		{ 17		{ 20		{ 18 *		{ 21 *		{ 22 *		{ 24 *		{ 24 *													
AVG. AUD. BY ¼ HR. %		{ 6.3		{ 7.2		{ 8.0		{ 8.1		{ 8.9		{ 10.0		{ 11.2		{ 11.7		{ 11.2		{ 11.7		{ 12.9							
TOTAL AUDIENCE (Households (000) & %)		{ 19,660 23.6		{ 13,410 16.1		{ 13,660 16.4		{ 16,160 19.4		{ 15,830 19.0		{ 18,830 22.6																	
CBS TV		60 MINUTES (R)				ALICE (R)				ONE DAY AT A TIME (R)(OP)				JEFFERSONS (R)				NEWHART (R)				TRAPPER JOHN, M.D. (R)							
AVERAGE AUDIENCE (Households (000) & %)		{ 14,830 17.8		{ 11,250 13.5		{ 12,500 15.0		{ 14,240 17.1		{ 14,080 16.9		{ 13,910 16.7		{ 16.5* 16.7		{ 16.9* 16.9													
SHARE OF AUDIENCE %		{ 40		{ 29		{ 30		{ 32		{ 31		{ 32		{ 31 *		{ 33 *													
AVG. AUD. BY ¼ HR. %		{ 16.6		{ 13.1		{ 13.9		{ 14.5		{ 15.5		{ 16.5		{ 17.8		{ 16.5		{ 17.2		{ 16.3		{ 16.8							
TOTAL AUDIENCE (Households (000) & %)		{ 6,830 8.2		{ 18,990 22.8																									
NBC TV		JUST A LITTLE MORE LOVE				NBC SUNDAY NIGHT MOVIE ALL THE PRESIDENT'S MEN (R)(OP)																							
AVERAGE AUDIENCE (Households (000) & %)		{ 4,660 5.6		{ 10,000 12.0		{ 11.6* 11.6		{ 11.8* 11.8		{ 11.7* 11.7		{ 11.9* 11.9		{ 12.9* 12.9		{ 12.0* 12.0													
SHARE OF AUDIENCE %		{ 13		{ 23		{ 25 *		{ 23 *		{ 22 *		{ 22 *		{ 24 *		{ 23 *													
AVG. AUD. BY ¼ HR. %		{ 4.9		{ 11.7		{ 11.4		{ 11.6		{ 11.9		{ 11.8		{ 11.6		{ 12.1		{ 11.8		{ 12.8		{ 13.0							
TV HOUSEHOLDS USING TV WK. 1		{ 45.2		{ 45.3		{ 46.8		{ 48.1		{ 49.3		{ 50.4		{ 52.4		{ 54.6		{ 56.6		{ 57.4		{ 57.9							
(See Def. 1) WK. 2		{ 42.5		{ 44.2		{ 44.8		{ 45.3		{ 45.4		{ 47.5		{ 49.5		{ 52.1		{ 53.4		{ 54.4		{ 55.5							
U.S. TV Households: 83,300,000		{ 56.9		{ 56.8		{ 54.8		{ 53.0		{ 50.7		{ 48.9		{ 47.5		{ 46.8		{ 45.9		{ 45.4		{ 44.8							

For explanation of symbols, See page A.

EVE.SUN. AUG. 7, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 31, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,670  
(Households (000) & %) 4.4

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN.

AVERAGE AUDIENCE { 3,670  
(Households (000) & %) 4.4  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 4.4

W

E TOTAL AUDIENCE { 4,170  
(Households (000) & %) 5.0

## CBS TV

(1)  
(R)(OP)  
(-OP)

CBS SUNDAY  
NEWS-OSGOOD  
(11:29-11:44)  
(OP)

AVERAGE AUDIENCE { 3,920  
(Households (000) & %) 4.7  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 16.5

K

1 TOTAL AUDIENCE { 2,670  
(Households (000) & %) 3.2

## NBC TV

← NBC LATE NIGHT MOVIE →  
CAVE-IN (R)  
(11:30-12:14AM)  
(SUSTAINING 12:14-1:30AM)

AVERAGE AUDIENCE { 1,830  
(Households (000) & %) 2.2  
SHARE OF AUDIENCE % 7  
AVG. AUD. BY ¼ HR. % 2.4

2.3\*  
7\*  
2.3 2.0

TOTAL AUDIENCE { 2,750  
(Households (000) & %) 3.3

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN.

AVERAGE AUDIENCE { 2,670  
(Households (000) & %) 3.2  
SHARE OF AUDIENCE % 7  
AVG. AUD. BY ¼ HR. % 3.2

W

E TOTAL AUDIENCE { 4,580  
(Households (000) & %) 5.5

## CBS TV

CBS  
SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 4,500  
(Households (000) & %) 5.4  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 5.4

K

2 TOTAL AUDIENCE { 2,000  
(Households (000) & %) 2.4

## NBC TV

← NBC LATE NIGHT MOVIE →  
GETTING AWAY WITH MURDER(R)  
(11:30-12:08AM)  
(SUSTAINING 12:08-1:30AM)

AVERAGE AUDIENCE { 1,330  
(Households (000) & %) 1.6  
SHARE OF AUDIENCE % 5  
AVG. AUD. BY ¼ HR. % 1.9

1.7\*  
5\*  
1.5 1.5

TV HOUSEHOLDS USING TV	WK. 1	47.3	43.5	35.7	32.3	28.4	25.6	21.7	19.6	17.0	14.5	12.2	10.8	9.4	8.2	6.7	6.1
(See Def. 1)	WK. 2	44.7	40.0	34.1	30.2	26.4	23.3	20.0	17.8	15.6	14.3	12.5	10.2	8.1	7.5	6.6	5.4

U.S. TV Households: 83,300,000  
(1) TRAPPER JOHN, M.D., CBS, (10:29-11:29PM)

For explanation of symbols, See page A.

EVE.SUN. AUG. 7, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 25-29, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		3,920 4.7		4,830 5.8											
ABC TV				← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →											
AVERAGE AUDIENCE (Households (000) & %)		{		3,080 3.7		4,000 4.8											
SHARE OF AUDIENCE %		{		25		24											
AVG. AUD. BY ¼ HR.		{		3.6 3.8		4.8 4.9											
TOTAL AUDIENCE (Households (000) & %)		{		3,250 3.9		3,080 3.7				4,250 5.1				4,080 4.9			
CBS TV				CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID				CHILD'S PLAY			
AVERAGE AUDIENCE (Households (000) & %)		{		2,750 3.3		2,580 3.1				3,500 4.2				3,250 3.9			
SHARE OF AUDIENCE %		{		22		15				19				17			
AVG. AUD. BY ¼ HR.		{		3.2 3.3		3.1 3.2				4.1 4.4				3.9 4.1			
TOTAL AUDIENCE (Households (000) & %)		{		2,920 3.5		3,830 4.6				5,660 6.8				5,580 6.7			
NBC TV				← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				DIFF'RENT STROKES M-F				SALE OF THE CENTURY			
AVERAGE AUDIENCE (Households (000) & %)		{		2,420 2.9		3,170 3.8				4,750 5.7				4,750 5.7			
SHARE OF AUDIENCE %		{		19		19				25				25			
AVG. AUD. BY ¼ HR.		{		2.8 2.9		3.7 3.9				5.2 6.1				5.5 5.8			
TOTAL AUDIENCE (Households (000) & %)		{		3,670 4.4		4,910 5.9											
ABC TV				← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →											
AVERAGE AUDIENCE (Households (000) & %)		{		2,830 3.4		4,000 4.8											
SHARE OF AUDIENCE %		{		23		24											
AVG. AUD. BY ¼ HR.		{		3.3 3.5		4.8 4.8											
TOTAL AUDIENCE (Households (000) & %)		{		3,330 4.0		3,580 4.3				4,330 5.2				4,330 5.2			
CBS TV				CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID				CHILD'S PLAY			
AVERAGE AUDIENCE (Households (000) & %)		{		2,750 3.3		2,920 3.5				3,580 4.3				3,500 4.2			
SHARE OF AUDIENCE %		{		23		17				19				17			
AVG. AUD. BY ¼ HR.		{		3.3 3.3		3.5 3.5				4.1 4.4				4.0 4.5			
TOTAL AUDIENCE (Households (000) & %)		{		2,830 3.4		3,500 4.2				5,830 7.0				5,500 6.6			
NBC TV				← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				DIFF'RENT STROKES M-F				SALE OF THE CENTURY			
AVERAGE AUDIENCE (Households (000) & %)		{		2,170 2.6		2,920 3.5				4,830 5.8				4,580 5.5			
SHARE OF AUDIENCE %		{		18		17				25				23			
AVG. AUD. BY ¼ HR.		{		2.6 2.7		3.5 3.5				5.4 6.2				5.4 5.6			
TV HOUSEHOLDS USING TV WK. 1		{		8.6		10.2		11.6		12.8		14.2		16.2		18.1	
(See Def. 1) WK. 2		{		8.8		10.3		11.7		12.8		14.5		16.5		17.6	
U.S. TV Households: 83,300,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. AUG 1-5 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.1		3,750 4.5			4,830 5.8		4,910 5.9		10,250 12.9			8,500 10.2		
	ABC TV		TOO CLOSE— COMFORT DAYTIME		LOVING			FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.1		3,080 3.7			4,000 4.8		4,170 5.0		7,830 9.4			6,160 7.4		7.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	17 3.8		15 4.4			18 3.6		18 3.7		30 4.6		29* 5.1	31* 4.8	25* 5.2	25* 4.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,410 7.7		9,250 11.1					9,580 11.5				8,080 9.7			5,910 7.1
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)					YOUNG AND THE RESTLESS				AS THE WORLD TURNS			CAPITOL
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3		7,750 9.3					6,910 8.3				6,330 7.6			5,410 6.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	27 5.8		37 6.9					30 8.2				24 8.5		23* 7.8	22 7.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,000 8.4		5,250 6.3			4,660 5.6		3,580 4.3		7,160 8.6			6,660 8.0		
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE			FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	{	6,000 7.2		4,500 5.4			3,920 4.7		2,830 3.4		5,330 6.4			5,160 6.2		6.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	30 7.3		21 7.1			17 5.3		12 4.5		20 5.9		20* 6.2	21* 6.7	20* 6.2	21* 6.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,830 5.8		3,750 4.5			4,830 5.8		5,160 6.2		10,500 12.6			8,660 10.4		
	ABC TV		TOO CLOSE— COMFORT DAYTIME		LOVING			FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.6		3,170 3.8			3,920 4.7		4,330 5.2		7,750 9.3			6,500 7.8		7.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	18 4.5		15 4.8			17 3.8		19 3.8		30 4.4		28* 5.0	31* 5.4	26* 5.0	25* 5.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,910 8.3		9,500 11.4					9,830 11.8				8,080 9.7			5,660 6.8
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)					YOUNG AND THE RESTLESS				AS THE WORLD TURNS			CAPITOL
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.9		8,160 9.8					7,330 8.8				6,250 7.5			5,080 6.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	27 6.5		38 7.4					32 8.6				31* 9.0	24 7.5	23* 7.4	25* 7.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	7,250 8.7		5,080 6.1			5,000 6.0		3,500 4.2		6,830 8.2			6,160 7.4		
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE			FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	{	6,410 7.7		4,500 5.4			4,330 5.2		2,920 3.5		5,250 6.3			4,750 5.7		5.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	30 7.7		21 7.7			19 5.4		13 5.0		20 5.9		20* 6.1	21* 6.6	20* 5.9	19* 5.9
TV HOUSEHOLDS USING TV		WK 1	23.3	24.6	25.2	26.3	27.5	28.6	27.9	28.8	30.1	31.0	31.3	31.3	30.1	30.2	29.4
(See Def. 1)		WK 2	24.8	25.6	26.0	26.8	27.6	28.9	28.4	29.1	30.1	30.9	30.9	31.0	29.9	30.4	29.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,080 12.1				{ 3,250 3.9				{ 8,330 10.0						
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT						
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,160 9.8				{ 2,750 3.3				{ 7,160 8.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 32 9.2				{ 11 3.5				{ 19 8.5						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.0				{ 3,420 4.1				{ 10,750 12.9						
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES				CBS EVENING NEWS-RATHER						
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 2,830 3.4				{ 9,160 11.0						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 24 7.3				{ 11 3.3				{ 24 10.9						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,910 5.9				{ 3,250 3.9				{ 8,330 10.0						
	NBC TV	FANTASY				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.2				{ 2,750 3.3				{ 7,160 8.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 4.0				{ 11 3.5				{ 19 8.5						

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,000 12.0				{ 3,500 4.2				{ 8,410 10.1						
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT						
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,000 9.6				{ 3,000 3.6				{ 7,250 8.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 31 9.0				{ 12 3.7				{ 20 8.5						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,580 9.1				{ 3,670 4.4				{ 10,660 12.8						
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES				CBS EVENING NEWS-RATHER						
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 3,080 3.7				{ 9,250 11.1						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 24 7.2				{ 12 3.6				{ 25 11.0						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,910 5.9				{ 3,250 3.9				{ 8,330 10.0						
	NBC TV	(S)(OP)				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.2				{ 2,750 3.3				{ 7,160 8.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 4.0				{ 11 3.5				{ 19 8.5						

TV HOUSEHOLDS USING TV WK. 1	29.7	31.0	31.6	31.8	30.3	31.1	31.6	32.8	34.2	35.9	37.2	39.6	42.1	43.6	44.2	45.5
(See Def. 1) WK. 2	29.9	30.8	31.4	31.7	30.4	31.0	31.5	32.6	33.7	35.8	37.2	39.4	41.5	43.0	43.5	44.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 30, 1983

		TIME															
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,920 2.3		3,420 4.1		4,170 5.0		4,580 5.5		3,670 4.4		5,160 6.2	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,500 1.8		2,500 3.0		3,500 4.2		3,750 4.5		3,170 3.8		4,250 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 1.7	2.0	23 2.7	3.2	25 4.1	4.3	23 4.5	4.5	17 3.6	4.0	22 5.1	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,330 1.6				1,670 2.0		2,580 3.1		2,500 3.0		3,500 4.2		5,000 6.0		4,500 5.4	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	670 .8				1,250 1.5		2,250 2.7		2,080 2.5		2,580 3.1		4,080 4.9		3,500 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 .6	12* .7		1.1* .9	16 1.3	1.7	21 2.5	2.8	15 2.6	2.4	16 2.8	3.5	22 4.7	5.0	19 4.5	4.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					2,420 2.9		3,580 4.3		5,080 6.1		6,500 7.8		7,080 8.5		5,750 6.9	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.1		2,830 3.4		4,080 4.9		5,410 6.5		6,080 7.3		4,830 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 1.8	2.5	26 3.0	3.9	29 4.5	5.3	33 6.3	6.6	33 7.4	7.1	26 5.8	5.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					2,420 2.9		3,580 4.3		4,250 5.1		4,750 5.7		5,000 6.0		5,500 6.6	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,830 2.2		2,750 3.3		3,580 4.3		3,920 4.7		4,000 4.8		4,500 5.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 1.7	2.6	24 3.2	3.5	25 4.2	4.4	25 4.5	4.8	23 4.8	4.8	24 5.6	5.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	1,670 2.0				1,830 2.2		1,920 2.3		2,500 3.0		3,330 4.0		3,750 4.5		3,830 4.6	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	1,000 1.2				1,420 1.7		1,500 1.8		1,920 2.3		2,670 3.2		3,000 3.6		3,250 3.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 .8	20* 1.1		1.4* 1.3	17 1.5	1.9	13 1.7	2.0	13 2.1	2.6	17 2.9	3.5	17 3.7	3.6	18 3.9	3.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					2,330 2.8		3,420 4.1		5,000 6.0		5,500 6.6		5,000 6.0		4,000 4.8	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,000 2.4		2,750 3.3		4,080 4.9		4,410 5.3		4,250 5.1		3,420 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 2.1	2.6	24 3.2	3.5	28 4.5	5.3	28 5.5	5.2	25 5.0	5.1	19 4.1	4.1
TV HOUSEHOLDS USING TV WK. 1		5.1	5.8	6.8	8.1	9.5	10.9	12.6	14.8	16.6	18.5	19.8	20.7	22.8	23.6	23.7	23.7
(See Def. 1) WK. 2		5.3	6.5	7.6	9.1	10.8	12.4	13.6	15.2	17.5	18.9	19.7	20.4	21.0	21.6	22.4	22.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 6, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,660 5.6	5,000 6.0	3,580 4.3	5,000 6.0	← AMERICAN BANDSTAND '83 →					11,750 14.1	← ABC WIDE WORLD-SPORTS SAT (2:00-4:55PM) →			
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,750 4.5	4,250 5.1	3,080 3.7	3,000 3.6	3.3*		3.9*			4,910 5.9	5.6*		6.0*	
	SHARE OF AUDIENCE (%)	%	18	20	14	12	11 *		13 *			19	20 *		20 *	
	AVG. AUD. BY ¼ HR.	%	4.3	4.8	5.1	3.8	3.6	3.4	4.0			5.3	5.8	5.9	6.2	
	TOTAL AUDIENCE (Households (000) & %)	{	4,500 5.4	4,660 5.6	4,830 5.8	5,330 6.4	5,330 6.4	3,170 3.8								
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.6	4,080 4.9	3,920 4.7	4,500 5.4	4,500 5.4	2,580 3.1								
	SHARE OF AUDIENCE (%)	%	19	19	18	19	19	11								
	AVG. AUD. BY ¼ HR.	%	4.4	4.8	4.7	5.1	4.7	4.7	5.4	5.5	5.4	5.3	3.3	2.9		
	TOTAL AUDIENCE (Households (000) & %)	{	5,660 6.8	4,910 5.9	3,250 3.9	2,920 3.5						3,500 4.2	12,830 15.4			
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,910 5.9	4,170 5.0	2,750 3.3	2,580 3.1						3,080 3.7	5,500 6.6		4.9*	
	SHARE OF AUDIENCE (%)	%	24	19	13	11						13	21		17 *	
	AVG. AUD. BY ¼ HR.	%	5.9	6.0	5.2	4.8	3.1	3.5	3.0	3.1		3.8	4.4	4.7	5.2	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,410 5.3	4,080 4.9	3,500 4.2	6,080 7.3	← AMERICAN BANDSTAND '83 →									
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.3	3,420 4.1	3,000 3.6	3,500 4.2	3.9*		4.4*							
	SHARE OF AUDIENCE (%)	%	18	16	14	16	15 *		17 *							
	AVG. AUD. BY ¼ HR.	%	4.3	4.3	4.3	3.8	3.5	3.7	3.9	3.9	4.4	4.4				
	TOTAL AUDIENCE (Households (000) & %)	{	5,160 6.2	6,500 7.8	4,000 4.8	3,750 4.5	4,080 4.9	4,250 5.1								
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,000 4.8	5,410 6.5	3,330 4.0	3,080 3.7	3,330 4.0	3,250 3.9								
	SHARE OF AUDIENCE (%)	%	20	25	16	14	15	14								
	AVG. AUD. BY ¼ HR.	%	4.4	5.1	6.8	6.3	4.4	3.7	3.7	3.7	3.9	4.2	4.0	3.8		
	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1	4,170 5.0	2,670 3.2	2,670 3.2						4,000 4.8	12,990 15.6			
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,170 5.0	3,420 4.1	2,170 2.6	2,250 2.7						3,750 4.5	5,500 6.6		6.3*	
	SHARE OF AUDIENCE (%)	%	21	16	10	10						17	23		23 *	
	AVG. AUD. BY ¼ HR.	%	4.8	5.2	4.2	4.1	2.3	2.9	2.7	2.7		4.4	5.0	6.2	6.4	

TV HOUSEHOLDS USING TV	WK. 1	24.4	25.3	25.7	26.5	26.2	27.3	28.2	28.8	28.8	28.8	29.0	28.8	28.3	28.9	29.4	29.8
(See Def. 1)	WK. 2	23.2	24.4	25.7	26.0	25.3	25.4	25.9	26.2	26.4	27.4	27.8	28.5	27.5	27.4	26.8	27.3

U.S. TV Households: 83,300,000

(1) NBC MAJOR LEAGUE BASEBALL, KANSAS CITY VS DETROIT &amp; MILWAUKEE VS BOSTON, NBC, MULTI-SEGMENT TELECAST

(2) NBC MAJOR LEAGUE BASEBALL, MONTREAL VS PITTSBURGH &amp; N.Y. METS VS CHICAGO CUBS, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

DAY SAT. AUG. 6, 1983

TIME 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45

TOTAL AUDIENCE (Households (000) & %)															
ABC TV															
AVERAGE AUDIENCE (Households (000) & %)															
SHARE OF AUDIENCE															
AVG. AUD. BY ¼ HR.															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)														
CBS TV															
AVERAGE AUDIENCE (Households (000) & %)															
SHARE OF AUDIENCE															
AVG. AUD. BY ¼ HR.															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)														
NBC TV															
AVERAGE AUDIENCE (Households (000) & %)															
SHARE OF AUDIENCE															
AVG. AUD. BY ¼ HR.															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)														

ABC WIDE WORLD-SPORTS SAT (2:00-4:55PM) (-OP)														6,660 8.0		U.S. WOMENS OPEN GOLF-SAT (4:55-6:30PM) (OP)											
5.7*		6.1*		6.0*		2,670		2.5*		2.9*		4.0*															
19 *		20 *		18 *		3.2		8 *		9 *		11 *															
6.2		5.1		5.8		6.5		6.0		6.0		3.8		2.6		2.5		2.7		3.2		4.1		3.9			
CANADIAN OPEN GOLF-SAT														7,080 8.5								7,000 8.4					
CBS SAT. NEWS-SCHIEFFER																											
3,670						4.4		3.7*		4.4*		5.0*		5,910													
13						11 *				13 *		14 *		7.1													
3.8						3.7		4.2		4.6		5.3		19													
														6.9		7.2											
NBC MAJOR LEAGUE BASEBALL KANSAS CITY VS DETROIT MILWAUKEE VS BOSTON MULTI-SEGMENT TELECAST																						6,500 7.8					
NBC NIGHTLY NEWS-SAT.																											
6.0*		6.7*		7.3*		7.0*		8.4*		5,410																	
20 *		22 *		22 *		22 *		25 *		6.5																	
5.4		6.5		6.7		6.7		7.1		7.5		6.9		7.0		8.8		8.0		3.6		17		6.5		6.6	

TOTAL AUDIENCE (Households (000) & %)																				
ABC TV																				
AVERAGE AUDIENCE (Households (000) & %)																				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																				
AVERAGE AUDIENCE (Households (000) & %)																				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																				
AVERAGE AUDIENCE (Households (000) & %)																				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2																	
U.S. TV Households: 83,300,000																				

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 6, 1983



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

LONE RANGER/  
ZORRO  
(SUS)(SUS-OP)KWICKY KOALA  
SHOW  
(SUS)(SUS-OP)CAPTAIN KANGAROO-SUN  
(SUS)

SUNDAY MORNING

FOR OUR TIMES  
(SUS)5,660  
6.83,250  
3.9  
22  
3.43.7\*  
24\*  
4.04.3\*  
24\*  
4.2

3.8

3.7\*  
19\*  
3.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

LONE RANGER/  
ZORRO  
(SUS)(SUS-OP)KWICKY KOALA  
SHOW  
(SUS)(SUS-OP)CAPTAIN KANGAROO-SUN  
(SUS)

SUNDAY MORNING

FOR OUR TIMES  
(SUS)5,330  
6.43,080  
3.7  
19  
2.52.9\*  
18\*  
3.43.7\*  
19\*  
3.7

3.8

4.5

4.5\*  
20\*  
4.6

TV HOUSEHOLDS USING TV	WK. 1	5.3	6.3	6.9	8.0	9.8	11.1	12.3	13.3	16.1	17.7	18.7	19.7	19.8	20.8	21.0	22.0
(See Def. 1)	WK. 2	4.5	5.3	6.6	7.6	8.5	10.5	12.6	14.9	16.5	18.2	19.5	20.9	22.2	22.2	23.2	24.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 7, 1983

		TIME																
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,910 5.9														
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,080 3.7	3.4*		4.0*											
	SHARE OF AUDIENCE %			14 3.2	13* 3.6		4.0		4.1									
	AVG. AUD. BY ¼ HR.			3.2	3.6		4.0		4.1									
		<hr/>																
	TOTAL AUDIENCE (Households (000) & %)			3,170 3.8														
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,500 3.0					4,170 5.0		4.3* 15		4.5* 15*		5.0* 15*		5.1* 16*	
	SHARE OF AUDIENCE %			12 3.1	2.9				4.1		4.4		4.2		4.7		4.9	
	AVG. AUD. BY ¼ HR.			3.1	2.9				4.1		4.4		4.2		4.7		4.9	
		<hr/>																
	TOTAL AUDIENCE (Households (000) & %)							3,000 3.6										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)							2,500 3.0										
	SHARE OF AUDIENCE %							11 2.8		3.2								
	AVG. AUD. BY ¼ HR.							2.8		3.2								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,330 5.2														
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,500 3.0	3.0*			3.1*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			12 2.9	12 *			13 *										
← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)																		
E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,920 3.5														
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,330 2.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			12 2.9	2.7													
← US CLAY COURT TENNIS-SUN (1:30-4:00PM) →																		
E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,920 3.5														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,420 2.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			12 3.0	2.7													
← WORLD CHMP. TRACK-FIELD-SU (2:00-4:00PM) →																		
TV HOUSEHOLDS USING TV WK. 1 23.6 24.9 25.6 26.6 26.3 26.9 27.1 28.1 29.4 30.3 32.1 32.2 33.1 34.0 33.0 34.1																		
(See Def. 1) WK. 2 25.5 26.1 25.9 25.9 24.5 25.2 25.6 26.2 26.8 27.9 28.4 28.4 29.0 29.6 29.1 29.5																		

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 7, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 31, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		7,660 9.2																5,330 6.4	
	ABC TV		U.S. WOMENS OPEN GOLF-SUN																ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		3,170 3.8																4,250 5.1	
	SHARE OF AUDIENCE %		10 11 *																12	
AVG. AUD. BY 1/4 HR. %		4.0 4.0 3.8 3.7 3.8 3.5 4.1 3.8																4.9 5.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		18,080 21.7																	
	CBS TV		TALLADEGA 500 (1:00-4:30PM) CANADIAN OPEN GOLF-SUN (4:30-7:29PM)																	
	AVERAGE AUDIENCE (Households (000) & %)		6,160 7.4																8.1*	
	SHARE OF AUDIENCE %		15 * 16 *																19 *	
AVG. AUD. BY 1/4 HR. %		5.1 5.0 5.5 5.7 6.1 5.3 4.6 4.8 5.3 5.7 6.1 6.5 7.1 7.3 7.9																8.4		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		11,000 13.2																7,250 8.7	
	NBC TV		SPORTSWORLD																NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		5,410 6.5																6,330 7.6	
	SHARE OF AUDIENCE %		18 15 *																18	
AVG. AUD. BY 1/4 HR. %		5.0 5.8 6.8 6.8 7.3 7.2																7.2 8.0		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		3,580 4.3 12,080 14.5																	
	ABC TV		NAT'L LONG DRIVING CHAMP PGA CHAMPIONSHIP-SU																	
	AVERAGE AUDIENCE (Households (000) & %)		2,670 3.2																8.5*	
	SHARE OF AUDIENCE %		11 18 15 *																21 *	
AVG. AUD. BY 1/4 HR. %		3.0 3.5 4.5 5.2 5.5 5.5 6.1 6.1 6.0 6.0 6.5 6.9 7.6 7.7 8.7																8.4		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		10,080 12.1																8,750 10.5	
	CBS TV		US CLAY COURT TENNIS-SUN (1:30-4:00PM) CBS SPORTS SUNDAY																CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)		4,330 5.2																7,330 8.8	
	SHARE OF AUDIENCE %		1.9 * 2.3 * 15 12 *																21	
AVG. AUD. BY 1/4 HR. %		1.9 2.0 2.1 2.4 3.7 3.9 4.1 4.9 6.9 7.0 5.7 5.8																8.5 9.0		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		8,410 10.1																4,830 5.8	
	NBC TV		WORLD CHMP. TRACK-FIELD-SU (2:00-4:00PM) SPORTSWORLD																NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		4,080 4.9																4,000 4.8	
	SHARE OF AUDIENCE %		16 * 18 *																12	
AVG. AUD. BY 1/4 HR. %		5.0 4.9 5.4 5.5 5.0 5.2 5.3 4.7 4.5 4.5																4.6 5.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	34.4	35.2	35.7	36.8	36.9	36.5	36.5	37.2	38.1	38.6	38.9	39.9	41.2	42.1	42.3	43.7		
		WK. 2	30.6	31.3	31.4	31.4	31.8	33.1	34.3	35.3	35.6	36.5	37.2	37.9	40.1	41.4	42.5	42.2		

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 7, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.13PM	+GRID	7,580	9.1	7,330	8.8	20				6,410	7.7	6,580	7.9	16			
	2	8.00- 8.12PM	+GRID																
EVENING TUESDAY																			
ABC JOANIE LOVES CHACHI	1	8.39- 9.09PM	+GRID 9.00	9,160	11.0	6,750	8.1	15	9.3										
ABC THREE'S COMPANY	1	9.09- 9.39PM	+GRID 9.30	11,160	13.4	9,750	11.7	20	12.6										
ABC 9 TO 5	1	9.39-10.09PM	+GRID 10.00	12,160	14.6	10,160	12.2	21	13.2										
ABC HART TO HART	1	10.09-11.09PM	+GRID 11.00	16,910	20.3	11,410	13.7	25	15.6										
CBS ON THE ROAD WITH KURALT	1	8.39- 9.09PM	+GRID 9.00	11,750	14.1	9,830	11.8	22	12.7										
CBS OUR TIMES WITH MOYERS	1	9.09- 9.39PM	+GRID 9.30	11,580	13.9	9,910	11.9	21	11.6										
CBS CBS TUESDAY NIGHT MOVIES	1	9.39-11.39PM	+GRID 11.00 11.15 11.30	17,490	21.0	9,910	11.9	22	13.0 12.4 11.7										

NBC A TEAM	1	8.39- 9.39PM	+GRID 9.30	18,160	21.8	13,830	16.6	30	18.6										
NBC REMINGTON STEELE	1	9.39-10.39PM	+GRID 10.30	18,490	22.2	13,580	16.3	28	16.5										
NBC ST. ELSEWHERE	1	10.39-11.30PM	+GRID 11.00 11.15	13,080	15.7	9,910	11.9	23	12.1 11.9										
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	8,910	10.7	8,910	10.7	24	10.7			10,080	12.1	10,080	12.1	26	12.1		
	2	9.09- 9.10PM	9.00																
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,330	14.8	12,330	14.8	30	14.8			11,000	13.2	11,000	13.2	27	13.2		
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	5,830	7.0	5,330	6.4	14	6.4			5,910	7.1	5,580	6.7	15	6.7		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,660	9.2	7,660	9.2	21	9.2			5,500	6.6	5,500	6.6	15	6.6		
NBC NBC NEWS DIGEST-2-SAT.		9.58- 9.59PM	9.45	6,660	8.0	6,660	8.0	16	8.0			5,160	6.2	5,160	6.2	13	6.2		
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	2	8.28- 8.30PM	8.15									8,080	9.7	8,000	9.6	20	9.6		
	1	8.34- 8.36PM	8.30	10,660	12.8	10,500	12.6	25	12.6										
ABC ABC NEWSBRIEF-SUN.	1	9.55- 9.56PM	9.45	9,500	11.4	9,500	11.4	20	11.4			11,160	13.4	11,160	13.4	25	13.4		
	2	10.00-10.01PM	10.00																
CBS CANADIAN OPEN GOLF-SUN(S)	1	4.30- 7.29PM	+GRID 7.15	18,080	21.7	6,160	7.4	19	13.3										
								12.9* 29*											
CBS 60 MINUTES	1	7.29- 8.29PM	+GRID 8.15	20,580	24.7	13,910	16.7	36	16.6										
								17.5* 37*											
CBS ALICE	1	8.29- 8.59PM	+GRID	12,740	15.3	11,080	13.3	26											
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1										OTHER PROGRAMS									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE				
EVENING SUNDAY-CONT'D																			
CBS ALICE-CONT'D			8.45																
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45						13.8										
CBS ONE DAY AT A TIME	1	8.59- 9.29PM	+GRID 9.15	16,490	19.8	14,490	17.4	32			11,410	13.7	11,410	13.7	26	13.7			
CBS JEFFERSONS	1	9.29- 9.59PM	+GRID 9.45	18,080	21.7	15,910	19.1	33	18.3										
CBS NEWSBREAK-SUN.	1	9.26- 9.29PM	9.15	14,330	17.2	12,910	15.5	27	19.9										
CBS NEWHART	1	9.59-10.29PM	+GRID 10.15	17,330	20.8	15,580	18.7	32	15.5										
CBS TRAPPER JOHN, M.D.	1	10.29-11.29PM	+GRID 11.15	18,910	22.7	13,330	16.0	31	18.6										
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	7,410	8.9	7,410	8.9	17	15.7		8,080	9.7	8,000	9.6	18	9.6			
	2	9.11- 9.13PM	9.00						8.9										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.00 9.45 10.00	9,080	10.9	9,080	10.9	21	8.2 11.4 12.2	M-F W-F TUE.	8,160	9.8	8,160	9.8	18	7.6 10.3	M-F TU-F		
ABC ABC NEWS:NIGHTLINE		>	11.30	5,750	6.9	3,500	4.2	13	5.7	M-F	5,410	6.5	3,500	4.2	13	6.4	M-F		
			11.45			5.1*	14*		4.6	M-F				5.6*	15*	4.7	M-TH		
			12.00						3.8	M-F						3.5	M-F		
			12.15			3.4*	12*		3.1	M-F				3.1*	11*	2.8	M-F		
			12.30						2.7	TUE.									
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30 11.45								3,750	4.5	2,750	3.3	9	3.9	FRI.		
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.30- 1.00AM	12.30 12.45								2,000	2.4	1,670	2.0	8	2.2	FRI.		
ABC ABC NEWS:NIGHTLINE-MON(B)	1	12.30-12.44AM	12.30	1,750	2.1	1,750	2.1	9	2.1	MON.						1.9	FRI.		
ABC ONE ON ONE	1	>	12.30 12.45 1.00	1,170	1.4	920	1.1	5	1.3 1.1 1.0	M-F M-F M-F									
		>	8.45 9.30	8,000	9.6	7,580	9.1	17	9.3 10.2	M-F TUE.	7,750	9.3	7,160	8.6	16	9.1	M-F		
CBS NEWSBREAK-M-F		>									7,910	9.5	5,160	6.2 6.6*	20 18*	6.7 6.5	M-F M-F		
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	7,580	9.1	5,000	6.0 6.4*	20 18*	6.5 6.3 6.0 5.9 5.6 5.5 5.1 4.2	M-F M-WTHF M-F M-F M-F TUE. TUE.						6.3 6.0 5.8 5.4	M-F M-F M-F M-F		
		VARIOUS TIMES (SUS)																	
CBS LATE MOVIE II		>	12.30 12.45 1.00 1.15	4,580	5.5	3,580	4.3 3.9*	24 19*	5.0 5.0 4.6 4.2	M-F M-WTHF M-F M-F	4,910	5.9	3,750	4.5 5.2*	23 25*	5.1 4.8 4.6 4.2	M-F M-F M-F M-F		
CONT'D																			

## OTHER PROGRAMS

[illegible]



				WEEK 1					WEEK 2											
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																				
NBC NBC NEWS OVERNIGHT-M-F-CONT'D																				
VARIOUS TIMES (SUS)																				
DAY MONDAY-FRIDAY																				
ABC ABC WORLD NEWS-MORN-600A(SUS)				6.00-	6.15AM	6.00				M-F						M-F				
ABC ABC WORLD NEWS-MORN-615A(SUS)				6.15-	6.30AM	6.15				M-F						M-F				
ABC ABC WORLD NEWS-MORN-645A				6.45-	7.00AM	6.45	1,170	1.4	1,080	1.3	15	1.3	M-F	920	1.1	13	1.1	M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F				>		1.45	7,330	8.8	6,910	8.3	26	8.4	M-F	7,660	9.2	7,160	8.6	M-F		
CBS CBS EARLY MORNING NEWS				6.30-	7.00AM	6.30	1,080	1.3	920	1.1	17	1.0	M-F	1,330	1.6	1,080	1.3	21	1.2	M-F
					6.45							1.2	M-F					1.3	M-F	
CBS NEWSBREAK-11.57				11.57-	11.59AM	11.45	6,750	8.1	6,500	7.8	30	7.8	M-F	7,160	8.6	6,830	8.2	31	8.2	M-F
CBS NEWSBREAK-3.57				3.57-	3.59PM	3.45	5,080	6.1	4,660	5.6	18	5.6	M-F	5,410	6.5	5,000	6.0	19	6.0	M-F
NBC EARLY TODAY M-F				1	6.30-	6.55AM	6.30	1,080	1.3	830	1.0	13	.9	M-F						
					6.45							1.2	M-F							
NBC NBC NEWS AT SUNRISE				2	6.30-	7.00AM	6.30							1,170	1.4	830	1.0	13	.8	M-F
					6.45													1.2	M-F	
NBC PERSONAL-CONFIDENTIAL-FRI(S)				2	3.00-	4.00PM	3.00							3,580	4.3	2,580	3.1	10	3.0	FRI.
					3.15												3.0*	10*	2.9	FRI.
					3.30														3.1	FRI.
					3.45															
NBC PERSONAL-CONFIDENTIAL-MON(S)				2	3.00-	4.00PM	3.00							5,160	6.2	3,500	4.2	13	4.5	MON.
					3.15												4.3*	14*	4.0	MON.
					3.30														4.2	MON.
					3.45												4.1*	13*	4.0	MON.
NBC PERSONAL-CONFIDENTIAL-THU(S)				2	3.00-	4.00PM	3.00							3,920	4.7	2,500	3.0	10	3.0	THU.
					3.15												2.9*	10*	2.9	THU.
					3.30														3.0	THU.
					3.45														3.2	THU.
NBC PERSONAL-CONFIDENTIAL-TUE(S)				2	3.00-	4.00PM	3.00							4,580	5.5	2,920	3.5	11	4.0	TUE.
					3.15												3.6*	12*	3.2	TUE.
					3.30														3.3	TUE.
					3.45												3.4*	10*	3.5	TUE.
NBC PERSONAL-CONFIDENTIAL-WED(S)				2	3.00-	4.00PM	3.00							3,580	4.3	2,170	2.6	9	2.5	WED.
					3.15												2.4*	8*	2.4	WED.
					3.30														2.7	WED.
					3.45												2.9*	9*	3.0	WED.
DAY SATURDAY																				
ABC SCHOOLHOUSE ROCK-8.25AM					8.25-	8.29AM	8.15	2,000	2.4	1,750	2.1	21	2.1	2,750	3.3	2,250	2.7	24	2.7	
ABC SCHOOLHOUSE ROCK-10.55AM					10.55-	10.59AM	10.45	4,500	5.4	3,920	4.7	21	4.7	4,580	5.5	3,830	4.6	21	4.6	
ABC SCHOOLHOUSE ROCK-11.55AM					11.55-	11.59AM	11.45	4,580	5.5	4,000	4.8	18	4.8	3,330	4.0	2,920	3.5	14	3.5	
ABC ABC WIDE WORLD-SPORTS SAT				1	2.00-	4.55PM	4.45	11,750	14.1	4,910	5.9	19	5.2							
											5.7*	18*								
CBS IN THE NEWS- 8.26AM					8.26-	8.29AM	8.15	1,830	2.2	1,580	1.9	19	1.9	1,920	2.3	1,670	2.0	18	2.0	
CBS IN THE NEWS- 8.56AM					8.56-	8.59AM	8.45	2,580	3.1	2,170	2.6	18	2.6	1,750	2.1	1,500	1.8	13	1.8	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,250	2.7	1,920	2.3	13	2.3			2,330	2.8	2,250	2.7	15	2.7		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,170	3.8	2,920	3.5	17	3.5			3,080	3.7	2,920	3.5	18	3.5		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	3,250	3.9	2,830	3.4	15	3.4			3,500	4.2	3,170	3.8	17	3.8		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,080	4.9	4,000	4.8	19	4.8			4,500	5.4	4,330	5.2	21	5.2		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,910	5.9	4,250	5.1	19	5.1			5,500	6.6	4,910	5.9	23	5.9		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,410	5.3	4,000	4.8	18	4.8			3,080	3.7	2,830	3.4	13	3.4		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,410	5.3	4,170	5.0	17	5.0			3,170	3.8	2,920	3.5	14	3.5		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,580	5.5	4,250	5.1	18	5.1			3,920	4.7	3,420	4.1	15	4.1		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,250	2.7	2,080	2.5	25	2.5			2,330	2.8	2,250	2.7	24	2.7		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,250	3.9	3,250	3.9	27	3.9			2,920	3.5	2,830	3.4	24	3.4		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,330	6.4	5,080	6.1	27	6.1			4,410	5.3	4,170	5.0	24	5.0		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,330	6.4	5,160	6.2	27	6.2			4,080	4.9	3,920	4.7	21	4.7		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,920	4.7	3,670	4.4	17	4.4			3,670	4.4	3,420	4.1	16	4.1		
NBC NBC SPORTS-30 ROCK	1	2.00- 2.23PM	-GRID	3,500	4.2	3,080	3.7	13				4,000	4.8	3,750	4.5	17			
	2	2.00- 2.17PM	-GRID																
			2.15						3.6										
NBC NBC MAJOR LEAGUE BASEBALL	2	2.17- 5.09PM	-GRID									12,990	15.6	5,500	6.6	23			

DAY SUNDAY			5.00																
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																

# Bulletin

August 19, 1983

## THE PRESIDENT'S JULY 26 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday, July 26, 1983, at 8:00-8:39PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>PERCENT</u>	<u>MILLIONS</u>
Total Audience		
Households	32.6	27.2
Average Audience		
Households	27.2	22.7

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